

Rep Order# 6840577	Ver# 1	Status New	Traffic Order#	Printed: 08/10/2012 2:56 PM	1 of 2
EC'd Yes				Last Received: 08/10/2012 10:38 AM	
				Showing Buylines: All Lines	

Station WVBT-TV NORFOLK, VA.	Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
Advertiser () RNC IE	& PLACEMENT, 815 SLATER LANE
Product RNC IE	ALEXANDRIA, VA 22314
Estimate# 2994	Agency C/P1/P2/E 20/446/2994
Buyer Tracey Robinson	Flight Dates 08/11/2012 - 08/17/2012
Phone#	Hiatus Weeks
Fax#	

Salesperson () PHILADELPHIA	Sales Office ()
Salesperson () ANJIE BRADY	Salesperson ()
Salesperson Phone# 215-567-6005	Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT

TOTAL 1,600

PLS CONFIRM ASAP

THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SU	10A-11A	FOX NWS SUNDAY	:30	\$100.00	08/12-08/12	1	1	1	\$100.00	
Rating: 0.6												
	2	SA	8P-9P	COPS	:30	\$500.00	08/11-08/11	1	1	1	\$500.00	
Rating: 2.6												
	3	SA	10P-1045P	WVBT FOX NEWS	:30	\$700.00	08/11-08/11	1	1	1	\$700.00	
Rating: 3.7												
	4	SA	1045P-11P	SPORTSWRAPWKND	:30	\$300.00	08/11-08/11	1	1	1	\$300.00	
Rating: 2.7												

---REPORT TOTALS---

Report Totals: 4 / \$1,600.00

---SALES MONTHLY TOTALS---

Aug 12: 4 / \$1,600.00

Sales Totals: 4 / \$1,600.00

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Fax#

Station Totals: 4 / \$1,600.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$53,333	CATV 0%	WAVY 52%	WGNT 0%	WPXV 0%	WTKR 22%
		WTVZ 0%	WVBT 3%	WVEC 23%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE